



WXYZ

ORDER

Print Date 11/12/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision **304366 /**

Original Date / Revision
07/11/12 10/30/12

Advertiser **Citizens Protecting Michigan**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	49	\$54,017.50	\$63,550.00	0.00	10/01/12	10/28/12	49	\$54,017.50	\$63,550.00
November 2012	26	\$30,770.00	\$36,200.00	0.00	10/29/12	10/30/12	26	\$30,770.00	\$36,200.00
Totals	75	\$84,787.50	\$99,750.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/24/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-- 11111			5		\$2,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	-- WThFSaSu	:30		(\$2,000.00)		0.00	NM		
See MG 1.8															
[news at 1130pm on Saturday, 10/27]															
8	NXYZ	10/27/12-10/27/12		Late News M-Su		11-1135pm M-Su	11-1135pm M-Su	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 1.4 10/27															
Week:		10/29/12	11/04/12	11-----			2		\$2,000.00			0.00			



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Print Date: 11/12/12

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Contract / Revision **304366** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/30/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/24/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$2,000.00		0.00			
N 2	WXYZ	10/24/12	10/30/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$400.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$400.00		0.00			
N 3	WXYZ	10/24/12	10/30/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
N 4	WXYZ	10/24/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--222--					6	\$900.00		0.00			
Week:		10/29/12	11/04/12	22-----					4	\$900.00		0.00			
N 5	WXYZ	10/24/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
N 6	WXYZ	10/24/12	10/30/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/22/12-10/28/12		M-F 11a-12n	11am-12pm M-F		--WThF----	:30		\$1,500.00		0.00	NM		
2	WXYZ	10/22/12-10/28/12		M-F 11a-12n	11am-12pm M-F		--WThF----	:30		(\$750.00)		0.00	NM		
Credited															
3	WXYZ	10/22/12-10/28/12		M-F 11a-12n	11am-12pm M-F		--WThF----	:30		(\$750.00)		0.00	NM		
Credited															
Week:		10/29/12	11/04/12	11-----					2	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WXYZ	10/29/12-11/04/12		M-F 11a-12n	11am-12pm M-F		MT-----	:30		\$1,500.00		0.00	NM		
5	WXYZ	10/29/12-11/04/12		M-F 11a-12n	11am-12pm M-F		MT-----	:30		\$1,500.00		0.00	NM		
N 7	WXYZ	10/24/12	10/30/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
N 8	WXYZ	10/24/12	10/30/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
N 9	WXYZ	10/24/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,000.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WXYZ	10/24/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	11-----	2		\$1,000.00		0.00					
N 10	WXYZ	10/24/12	10/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--111--	3		\$1,200.00		0.00					
Week:		10/29/12	11/04/12	11-----	2		\$1,200.00		0.00					
N 11	WXYZ	10/24/12	10/30/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--111--	3		\$1,200.00		0.00					
Week:		10/29/12	11/04/12	11-----	2		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	WXYZ	10/29/12-11/04/12		7p News	7-730pm M-F		MT-----	:30	(\$1,200.00)	0.00	NM			
Credited														
N 12	WXYZ	10/24/12	10/30/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11111--	:30	5	\$1,800.00	P-4	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--111--	3		\$1,800.00		0.00					
Week:		10/29/12	11/04/12	11-----	2		\$1,800.00		0.00					
N 13	WXYZ	10/24/12	10/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--111--	3		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NXYZ	10/22/12-10/28/12		M-F 1135p-1205a	1135pm-1205am		--WThF----	:30	\$1,500.00	0.00	NM			
2	WXYZ	10/22/12-10/28/12		M-F 1135p-1205a	1135pm-1205am		--WThF----	:30	(\$750.00)	0.00	NM			
Credited														
3	NXYZ	10/22/12-10/28/12		M-F 1135p-1205a	1135pm-1205am		--WThF----	:30	\$1,500.00	0.00	NM			
Week:		10/29/12	11/04/12	11-----	2		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
4	WXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		MT-----	:30	(\$750.00)	0.00	NM			
Credited														
5	WXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		MT-----	:30	(\$750.00)	0.00	NM			
Credited														
N 14	WXYZ	10/29/12	10/29/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----	1		\$10,000.00		0.00					
N 15	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		0.00					
N 16	WXYZ	10/27/12	10/27/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$10,000.00		0.00					
N 17	WXYZ	10/27/12	10/27/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WXYZ	10/27/12	10/27/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WXYZ	10/22/12-10/28/12		Access Saturday		7-8pm Sat	-----Sa--	:30	(\$1,000.00)	0.00	NM				
See MG 17.2															
[inv code is EARLY NEWS SA 7pm]															
2	NXYZ	10/27/12-10/27/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 17.1 10/27															
N18	WXYZ	10/27/12	10/27/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$3,000.00	0.00							
N19	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$350.00	0.00							
N20	WXYZ	10/28/12	10/28/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$500.00	0.00							
N21	WXYZ	10/28/12	10/28/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$2,500.00	0.00							
N22	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$750.00	0.00							
Totals														75	\$99,750.00